

**Notice of Allowability**

Application No.

09/911,718

Examiner

Nicholas R. Taylor

Applicant(s)

HORI, NORIYUKI

Art Unit

2141

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--**

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to amendment filed August 2nd, 2006.
2. ☒ The allowed claim(s) is/are 1,2,4-13, 15-19 and 21-39.
3. ☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a) ☒ All    b) ☐ Some\*    c) ☐ None    of the:
    1. ☒ Certified copies of the priority documents have been received.
    2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
    3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
  5. ☐ CORRECTED DRAWINGS ( as "replacement sheets") must be submitted.
    - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review ( PTO-948) attached
      - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date \_\_\_\_\_.
    - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

**Attachment(s)**

1. ☐ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftperson's Patent Drawing Review (PTO-948)
3. ☐ Information Disclosure Statements (PTO-1449 or PTO/SB/08), Paper No./Mail Date \_\_\_\_\_
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application (PTO-152)
6. ☐ Interview Summary (PTO-413), Paper No./Mail Date \_\_\_\_\_
7. ☒ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other \_\_\_\_\_

## **DETAILED ACTION**

### **EXAMINER'S AMENDMENT**

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it **MUST** be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Nataliya Dvorson on August 11th, 2006.

2. The claims should be amended as follows:

- a. The extra blank space should be removed in claim 2 before "of a plurality".
- b. The extra blank space before the commas should be removed in in claims 5, 6, 7, 21, 23, and 30.
- c. The extra comma after the semicolon should be removed (see ";;") in claim 22.
- d. Claim 18 should read as follows:

18. An electronic leaflet system, comprising:

an electronic leaflet generation unit making contents data related to leaflets concerning a plurality of educational organizations into electronic information after the

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educational organizations register the content data through designation of various kinds of selection items set using icons on a web site;

an electronic leaflet data base management unit creating for said generated electronic leaflet predetermined layered structure and storing the structured electronic leaflet into a data base;

a selection supporting unit selecting at least one electronic leaflet optimum for various conditions provided by the user and presenting via an internet the selected electronic leaflet to a client terminal on a user side and to select at least one optimum electronic leaflet from electronic leaflets according to the various conditions provided by the user, where the user specifies the various conditions via selecting various kinds of items related to icons on the web site of ~~said~~ a server; and

an electronic leaflet browsing supporting unit, which in response to a request from the user automatically reproduces on a display of the client terminal the contents contained in a sub-menu prepared in advance in the selected electronic leaflet to facilitate understanding of the contents prepared in the selected electronic leaflet,

wherein the electronic leaflet data base management unit creates, for said generated electronic leaflet, the predetermined layered structure by generating menu options for the generated electronic leaflet and by grouping contents data of the generated leaflet into a respective menu option.

***Allowable Subject Matter***

3. Claims 1, 2, 4-13, 15-19, and 21-39 are allowed.

4. The following is an Examiner's Statement of Reasons for Allowance:

In interpreting the claims, in light of the specification and the applicant's amendments filed August 2nd, 2006, the Examiner finds the claimed invention to be patentably distinct from the prior art of record.

The prior art of record teaches an electronic leaflet generation system that is stored in a predetermined format (CollegeView) and the electronic management of a database of multimedia content that charges by volume (Smith). The prior art also teaches mock examination techniques (Fields).

However, as per amended claims 1 and 18, the prior art fails to teach a structured electronic leaflet generation system that charges by volume while organizing the leaflet into an organization structure that comprises generating menu options for the leaflet and grouping content data of the leaflet into respective menu options. Therefore, the prior art does not teach all of the limitations of the independent claims in combination with the other elements presented.

5. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."


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6. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Nicholas Taylor whose telephone number is (571) 272-3889. The examiner can normally be reached on Monday-Friday, 8:00am to 5:30pm, with alternating Fridays off.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Rupal Dharia can be reached on (571) 272-3880. The fax phone number for the organization where this application or proceeding is assigned is (703) 305-3718.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Nicholas Taylor  
Examiner  
Art Unit 2141

  
RUPAL DHARIA  
SUPERVISORY PATENT EXAMINER